

# Anton P.

## Senior Senior Product Designer

### SUMMARY

- 21 years of experience
- 500+ projects
- Self-driven option
- Upper-Intermediate English

### TECHNICAL SKILLS

<b>Main Technical Skills</b>	Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects
<b>UI/UX/Wireframing</b>	Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Figma, Sketch
<b>Collaboration, Task &amp; Issue Tracking</b>	Miro

### EXPERIENCE

- **Senior Product Designer, Acropolium**  
Sep 2021 - Nov 2022, Sweden
- Senior Product Designer, Tribo  
Sep 2020 - Aug 2021, Switzerland
- Head of UX/UI, Acropolium  
Sep 2019 - May 2020, Czech Republic
- Product Designer, PO, Softo  
Jun 2015 - Jun 2019, Cyprus
- Art Director, Frontmen Agency  
Jan 2009 - Jun 2015, Ukraine
- Senior Web Designer, Media5  
May 2007 - Jan 2009, Ukraine
- Art Director, Leo Burnett  
Jan 2006 - Mar2007, Ukraine
- Web Designer, Webex  
Feb 2002 - Dec 2005, Ukraine

### PROJECTS

#### Digital signage management system

(2021 - 2022)

**Description:** Top digital displays software solutions by migrating existing applications architecture to micro-services. My purpose was to implement

cutting-edge features of the business and change product positions to extend the number of user roles. As a Product designer, I joined working product. Conducted UX research with comparative analysis and other techniques, found pain points across user flows, worked with feedback base and tested new solutions within business clients. I participated in the management production process of one part of the product — The library. In sum, I prepared the biggest half of the whole product employing analysis, prototyping and design, partially used customised ready-made solutions, and picked up features for future iterations up to the hardware- software schemes and back-end. The very important point is a Design System united sub-products by means same components and UX guides.

### **Tribo — Engage your digital community**

2020 - 2021.

**Description:** The first SaaS to focus on organisation story and culture is a perfect platform to make your digital community thrive. Initially, my main aim was a web version based on mobile versions and united by a single back-end to an organic system. As a Product designer, I got into a working mobile app (IOS, Android). After a short time, my responsibilities got bigger and consisted of all platforms and an admin part. Development was very responsive to business requests so we changed strategy several times. I thought using mind maps at the start and getting a volumetric understanding, formed my point of view to further scaling, and perspectives in general. In conclusion, I conducted different research, prototyping and designing mobile apps, web version, and admin part. I covered the entire stack, as I was also involved in front-end production management on all platforms. Constantly was in touch with the CEO as the main driver of the business goals and shared results of brainstorming with FE team, mostly regarding web scope.

### **Digital Experience Platform**

2019 - 2020.

**Description:** I was part of the b2b product development team, working on a product. My area of responsibilities included researching, and implementing UX patterns, as well as prototyping, testing, user flow analysis and layout supervision. In terms of designated workflow, I was regularly in touch with the front-end, and back-end development teams, business analytics and stakeholder as well. The only product that I couldn't fathom pretty well without help at once. To code is not my cup of tea, probably even through an easy way.

### **Pdfio**

2015 -2016.

**Description:** PDF advanced Tools. I was a Product designer and Product Owner simultaneously. I was responsible for a big list during the challenge. It was a battle I lost. Google algorithms that year broke my huge plans and the main competitor turned out to be a very serious USA SaaS that wanted to be first. It was a great lesson for product thinking growth and the right approaches to further products. Our resources were incomparable so it would have happened anyway with the full branch of the killer features I implemented or not. With Google or without one. At present time it's available for existing customers only.

### **Clideo**

2016 - 2018.

**Description:** Video and Audio tools with a big scope of possibilities. I was doing it for a couple of years. Here I spent the most time in UX/UI part and regularly



took a look at fresh and popular features. Most operations aren't very difficult and with the social accent. We took what the user needed and prototyped, designed and tested developed tools over and over again to improve some nodes. I followed recent cutting-edge trends in the sphere. That time Google wanted to eat all at once so we were waiting for a big pack of the subject articles and didn't start until getting them. Not long after, we got a hyper increase in all of the metrics and pretty well income growth.

### **Convertio**

2016 - 2018.

**Description:** File Converter and OCR. As a product designer, I did new UI/UX design two times. The first one, I joined SaaS and the second one, it happened totally from scratch. The product has been rethought, recoded and redesigned as well. Also, I created the Chrome extension. We've bet on SEO. It helps in current cases so much. Plenty of people use Convertio regularly. During work, I monitored analytics, and user feedback, and solved or underlined flaws. Proud of I knew almost all about the Front and Back parts. The big income part consists of API minutes sales. Further, I used it for other products. It's cheaper than establishing your subject outputs.

### **Joxi screenshoter**

2007 - 2009.

**Description:** The product is standing out among competitors of useful simple features such as opportunities to upload up to 50 MB for free. Do archives and upload the PDF format also for free without setting up the list of different Clouds. Copy/paste over the hotkeys faster and more useful for work instead of 2 activities in the Monosnap not counting the intermediate edit window. I did this software in a web designer role so was getting the list of features I should create. It was light UX/UI with possibilities to improve some local UX patterns without a normal Discovery phase. I designed apps only for Mac OS and Linux. Basic UI software and web partition are also my work. From my point of view, it can be a much more successful business. Besides, I watched long ago new ready features, fresh UI and main point is transition to the full value SaaS strategy. The product has all for it except a likely, more agile scaling plan.

## **EDUCATION**

- **National Technical University of Ukraine, Faculty of Chemistry and Technology**  
Sep 1996 - May 2001

## **HONORS**

- **Ukrainian Design, The Very Best Of Honda Ukraine**  
2013

